

# ASPIRA, Inc. OF NEW JERSEY

EXECUTIVE OFFICE  
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LEADERSHIP  
THROUGH  
EDUCATION

NOEMI VELAZQUEZ  
Chairperson

WILLIAM COLÓN  
Executive Director

BOARD OF DIRECTORS

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HECTOR BONILLA

GENE CALDERON

MARIA H. COLON

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MERCEDES DEL VALLE RANA, Esq. D.

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ANIBAL RAMOS

HECTOR ORTIZ

WANDA SAEZ

ROLANDO VELAZQUEZ

## MEMORANDUM

To: The Board Members of ASPIRA, Inc. of New Jersey

From: William Colón, Executive Director *W.C.*

Date: December 12, 1997

Re: Monthly Board Meeting

The next Board meeting is scheduled to be held on Tuesday, December 16th at Jersey City State College. The meeting will be preceded by a wine and cheese reception, held from 6 p.m. to 7:30 p.m. in the Multi-purpose Room of the Student Union Building of Jersey City State College.

Please call Ms. Carmen Nazario, if you are unable to attend.

ASPIRA, Inc. of New Jersey  
Board of Directors Meeting  
November 18, 1997

MINUTES

**Board Members Present:**

Mr. Anibal Ramos, Jr., Mr. Pablo Muñoz, Mr. Héctor Ortiz, Ms. Noemí Velázquez, Ms. Maria H. Colón, Mr. Carlos J. Alma, Dr. Mercedes Del Valle-Rana

**Board Members Absent:**

Mr. Gene Calderon, Ms. Glenda L. Nieves, Mr. Rolando Velázquez

**Staff Members Present:**

Mr. William Colón, Ms. Anandi Kimmel

**I. CALL TO ORDER**

The meeting was called to order at 7:05 p.m. by Ms. Noemí Velázquez, at the Paterson Museum.

**II. WAIVER OF NOTICE**

All members stated that they had been duly notified of the meeting.

**III. APPROVAL OF THE AGENDA**

The Agenda was approved with the following modifications. Under IX. NEW BUSINESS include the New Jersey NETS fund raiser and the gala. Under Personnel Committee, include Staff Development and Training. Under Development Committee, include December 4th Meeting to plan for the Luncheon.

**IV. APPROVAL OF THE MINUTES**

Mr. Muñoz asked that the accent be placed over the "ñ" of his last name. Mr. Ortiz made a motion to accept the Minutes, with names of Board Members properly accented. Ms. Colón second the motion. All voted in favor and the motion was passed.

**V. CHAIRPERSON'S REPORT**

Ms. Velázquez welcomed Mr. Colón, as the new Executive Director, highlighting his leadership skills and emphasizing her confidence in him. She stated that everyone has been informed of Mr.

Colón's appointment, and many people have responded favorably. Mr. Ron Blackburn-Moreno, National Executive Director, applauds us for making an excellent choice. Other Associates, such as Connecticut and New York, called to also voice their approval.

Ms. Velázquez added that she has maintained regular contact with Mr. Colón, who communicated to her that ASPIRA's financial situation is less intimidating than it seemed. Although we have a cash flow problem, the organization's survival is not threatened. She added that Mr. Colón's contract is in the hands of the attorney and should be ready in a week or so. She went on to state that we must standardize job descriptions, and address fund raising in order to close the budget gap.

Ms. Velázquez stated that she was invited in Jersey City to speak on education in the Hispanic community. This will be on cable television. The Mayor of Jersey City commended Ms. Velázquez for her contributions.

She also mentioned her attendance at a meeting of ASPIRA Chairpersons in Washington, D.C. on December 12th, and asked members to contact her if there is anything they wish her to convey to the National Chairperson.

In closing, Ms. Velázquez stated that we need to have more people on the Board, one of whom should be an attorney.

#### VI. EXECUTIVE DIRECTOR'S REPORT

##### Fundraising:

Mr. Colón stated that he had met with the Executive Committee to develop prospects for the 300 Club and plans for a publicity blitz. He has scheduled a press conference at La Casa Garcia on Thursday, to which staff members of the Latino newspapers and radio stations, as well as community members, have been invited. He hopes to reach Hispanic people throughout New Jersey. We'll give them a whole media kit, including an ad. Mr. Colón also plans to visit the newspaper editors.

Ms. Linda Reuda will develop a proposal for a direct mail campaign. There are more than a million Hispanic residents in New Jersey. We need to get money to cover the cost of conducting the campaign. Mr. Colón anticipates that there will be a 1% - 2% response.

Mr. Colón spoke with Bell Atlantic regarding Community Threads. He suggested that Bell Atlantic contact their Hispanic language clients and ask them to make a pledge to Community Threads for ASPIRA. It is anticipated that approximately \$5,000 could be generated this way.

Mr. Colón stated that we have submitted a CSBG proposal to the DCA requesting a \$70,000 grant for Jersey City. He attended a

conference on welfare reform in Jersey City. He spoke with a councilman regarding CDBG money for Jersey City. He asked why we can't have the \$68,000 requested for our Jersey City program, instead of \$29,000. Mr. Colón reported that the City of Newark will be the first to join the 300 Club.

#### **Child Care Center and Building Renovations:**

Mr. Colón stated that we need to have the building pay for itself. We need to bring the building back to ASPIRA, Inc. We need to deal with the technical and legal aspects. He spoke with Ms. Wanda Saez of PNC. We're going to get a copier. Ms. Saez is going to be looking for partitions for our Camden office.

Mr. Colón met with the architect, Mr. Guerra. He's an expert on designing child care centers, and knows Newark well. Mr. Colón will seek \$150,000 for resurfacing the parking lot and fixing the elevator. The basement also needs work. When we prepare the child care center, the contractor will supply the labor, and we'll buy the materials. Mr. Colón asked whether the students could be involved in the renovations project.

Mr. Colón discussed plans for child care center liability. We must have \$1 million to \$5 million in liability insurance. Ms. Alicia Diaz, from the DCA, will come to ASPIRA on Friday. She will give money for the staff of the Day Care Center. In Newark there are 135 child care centers, and only 12-15 for infants. We can charge up to \$124 per week for child care. Mr. Colón said that he hopes to have the day care center ready by next summer. We could conduct summer programs, which are administered by 4Cs. The government pays a portion of the fee. He feels we'll have no trouble getting clients for the program. He is also marketing the second floor of the building to a vocational school for use for its programs.

Mr. Colón also had the front doors of the Newark Center repaired. He stated that there is a problem with the heating system. It may be a matter of adjusting the thermostat. The cost for repairs of the heating system will be \$1,300, but this may be paid in installments, over a period of time.

#### **Programs:**

Mr. Colón said that he called the Superintendents of all of the school districts in New Jersey that ASPIRA serves to ask for more money for expansion of its program. On Monday, he will meet with the Superintendent of the Jersey City school district. Mr. Colón called Dr. Hall and will meet with her on December 8th.

Ms. Rebeca Rodriguez is having a difficult time in Trenton because she has very limited space in the schools. There needs to be an ASPIRA office in Trenton. Mr. Colón will meet with Mercer County funders to seek funding for a Trenton office.

## **VII. COMMITTEE REPORTS**

### **Development Committee:**

Dr. Del Valle Rana stated that on December 4th there will be a Development Committee meeting at 6:30 p.m. at the ASPIRA Central Office to discuss a development plan.

The Luncheon will be on March 4th, the first Wednesday of the month. We must send out "Save the Date" cards. We need to identify a speaker very soon.

The next cable television program is scheduled for December 4th. Dr. Del Valle Rana stated that she will interview Mr. Colón to talk about new initiatives and the need for money to fund them. We need to bring in a business person who would be willing to make a spontaneous contribution.

### **Programs Committee:**

The reception at the Paterson Museum was discussed. Ms. Colón stated that the staff person, who worked with Dr. Del Valle Rana, on the reception, was too inhibited to publicly introduce Mr. Colón, and that she needs to develop presentation skills. Discussion ensued and it was decided that we need a staff development program. Ms. Colón offered to do a workshop on oral presentation skills, self esteem, and feeling good about oneself. This could be done in late January. Mr. Colón will develop an agenda. We could have a little reception with wine and cheese.

Ms. Colón is working on proposals and will fax information about funding possibilities. She spoke with Mr. Miguel Rosa, Health Careers Counselor, and feels that he should be serving schools throughout Newark. We need to think on a larger scope about how we can serve more students. We should get the students to come to the ASPIRA Center, and Mr. Rosa should partner with UMDNJ to provide additional information about health careers.

### **Public Relations Committee:**

Mr. Velázquez made a motion that we call Board members to consider inviting Ms. Yfsenia Korea to serve on the Public Relations Committee. Dr. Del Valle Rana seconded the motion. All voted in favor and the motion was passed.

## **VIII. OLD BUSINESS**

No old business was discussed.

## **IX. NEW BUSINESS**

Mr. Ramos stated that the NJ NETS Game fund raiser is very time consuming. We need to get more board and staff members involved. He suggested that we schedule a game immediately after the Luncheon so that we can sell tickets at the Luncheon. The proceeds will go towards the ASPIRA scholarship fund.

Ms. Velázquez stated that the next Board meeting will be held at Jersey City State College on December 16th.

## **X. ADJOURNMENT**

Mr. Alma made a motion to adjourn the meeting. Mr. Ramos second the motion. All voted in favor and the meeting was adjourned at 9 p.m.